

ABSTRACT

An image display apparatus using a display panel such as a plasma display panel having two illumination states aims to widen a dynamic range by increasing a ratio of maximum to minimum luminance reproducible on the same screen. In the image display apparatus, one TV field period is divided into a plurality of sub-fields which respectively have luminance weights and are arranged in order of time, and a gray-scale image is displayed by selecting a combination of sub-fields for each pixel and sustaining a light emission state of each pixel during the selected sub-fields, wherein when arranged in ascending order of luminance weight, the plurality of sub-fields include at least one sub-field whose luminance weight is one-half of a luminance weight of the next sub-field.